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January 9, 2017

2016 LTAC Final Report

Kids Discovery Museum

Project: Northwest Association of Youth Museums Annual Conference

Summary of Work Undertaken to Host Conference

With LTAC support, Kids Discovery Museum (KiDiMu) was able to host the 2016 annual conference for the Northwest Association of Youth Museums (NWAYM). This is a membership organization for Washington, Oregon and Alaska that includes 22 children's museums. The event took place on Sunday, October 16 – Monday, October 17.

Prior to the event, KiDiMu staff worked to arrange opportunities for attendees to gain both professional development and exposure to Bainbridge Island during their stay. In order to encourage attendance at the conference, we invited several accomplished local speakers to share their expertise on such timely topics as new trends in fundraising, how to accommodate children with sensory issues, and how to respond in an active shooter situation. Because we held much of the conference at Bainbridge Island Museum of Art (BIMA), there was an added incentive to attend and enjoy BIMA's newly installed exhibit.

In order to encourage participants to make a weekend getaway out of their trip to Bainbridge, we provided them with extensive information on the many amenities and activities available on the Island, highlighting unique Island offerings like the Pumpkin Walk at Bainbridge Gardens and the play at Bainbridge Performing Arts. After working with Bainbridge Island Lodging Association (BILA) and Bainbridge Downtown Association (BIDA), we sent information on all lodging options, restaurants, shops, and activities, including direct links to websites, to all potential participants.

In the weeks leading up to the conference, RSVP's hit a high of 80, with 9 museums represented. This total surpassed expectations based on attendance in previous years. We were pleased with the interest and enthusiasm that participating museums were expressing. Feedback indicated that several were indeed coming to the Island for an extended stay and making use of the information KiDiMu provided.

In addition, a press release was distributed to local media. Both the Bainbridge Review and the Islander ran a story on the conference thereby increasing exposure for all parties involved (i.e., KiDiMu, Bainbridge Island, and NWAYM).

Review of Project Objectives

The objective of the project was to introduce museum professionals to Kids Discovery Museum and Bainbridge Island. We accomplished this goal, having brought representatives from Portland, OR (13), Fairbanks, AK (1), and Walla Walla, Everett, Burlington, Bellevue, Olympia, and Tacoma, WA (43).

Review of Measurable Results

Severe weather significantly affected the measurable results of the conference. The “storm of the century” was expected to hit that weekend and newscasts were forecasting treacherous conditions, power outages, hurricane-force winds, flooding and falling trees. As a result, several attendees changed their plans at the last minute. Many, such as all four representatives from Kid Time Children’s Museum in Medford, OR, canceled their trip entirely. Others delayed their arrival until Sunday or Monday.

In the end, we had 8 museums represented. Thirty-seven participants arrived on Sunday and spent the night on the Island. Twenty-four arrived Monday morning. To the best of our knowledge, only a couple attendees came for the entire weekend.

While the actual number of attendees falls within our original estimate of 50-75 people, the weather prevented us from bringing people to the Island for the weekend. Those who were unable to join us, however, were very disappointed to miss out and have expressed an interest in coming to Bainbridge another time. We are confident that the information we provided will make it very easy for them to do so.

Description of Partnerships

Kids Discovery Museum relied on many Bainbridge Island businesses, organizations and residents to make the conference successful. **BILA and BIDA** helped us collect collateral materials for distribution to potential attendees. **BIMA** allowed the dinner on Sunday evening and the conference on Monday to take place in its gallery and auditorium. **Simply Bainbridge** handled the catering for lunch on Monday. **Elmquist Real Estate Services** allowed us to serve lunch in a vacant space in Island Gateway. **Bon Bon Confections** donated fudge for the goody bags each attendee received. Island residents **Lynn Brunelle, Myleea Spencer, Peter Drury, Jim Hopper, Chris Davenport, Sgt. Trevor Ziemba from the BIPD and Assistant Fire Chief Luke Carpenter from the BIFD** all donated their time and expertise to the presentations. The best of Bainbridge was certainly on display.

Review of Project Budget

Income:	LTAC funding	\$5,100
	In-Kind	\$5,000
	Individual Donations	\$3,000
Total Income:		\$13,100
Expenses:	BIMA	\$6,082
	Simply Bainbridge	\$1,223
	T&C	\$ 208
	Staff	\$5,492
Total Expenses:		\$13,005

Description of Data Methodologies

All attendees were asked to sign in and provide information on where they were staying and for how many nights. Distance traveled was based on known location of the museum they represented.